

# **The Connecticut Agritourism Brochure Distribution Program Criteria**

The Connecticut Department of Agriculture is now offering the  
**Agritourism Brochure Distribution Program.**

The Connecticut Department of Agriculture will be a receiving warehouse for brochures and will contract with outside services for brochure delivery to each of the five Connecticut Welcome Centers.

The Agritourism Brochure Distribution Program includes  
Warehousing  
Inventory  
Distribution

## ***PROGRAM PARTNERS***

Connecticut Department of Agriculture

Connecticut Commission on Culture & Tourism

Connecticut Apple Marketing Board



Connecticut Commission on Culture & Tourism

## LITERATURE ACCEPTANCE CRITERIA

Any Connecticut agribusiness may qualify to participate in the Connecticut Agritourism Brochure Distribution Program. **Criteria have been pre-established by the Connecticut Literature Distribution Services program.**

The following criteria **must be met** in order to participate.

1. All brochures must be Connecticut travel related. Printed materials must help promote Connecticut tourism and furnish pertinent information about destinations, attractions, activities, events, or points of interest which allows admission to the general public. The information must be generally beneficial and informative.
2. Standard size brochure 9"x4". This size fits perfectly into the racks located at the welcome centers.
3. Paper quality: Recommended (60 lbs. or heavier) paper stock of brochure should be sufficient to prevent "wilting" or excessive drooping in the rack.
4. Brochure title must be identifiable in the upper one-third of the cover for the rack display. Brochures may be saddle-stitched, single or multiple fold.
5. **Brochures must be bundled in packs of 100.**
6. **A minimum of 100 brochures per welcome center are required for each month of distribution.**
7. Literature must be updated information with admission prices, dates, hours of operation, etc.
8. All material must be available free of charge for distribution at the welcome centers.
9. No more than 5% of the advertising content of a publication shall be devoted to advertising out-of-state destinations, attractions, points of interest, events or activities. The only exceptions made are cooperative advertising projects with other states.
10. Advertising in publications for distribution purposes shall not be sold on the basis that literature will displayed or distributed through the Connecticut welcome centers.
11. Only those publications containing information on Connecticut tourism are displayed and/or distributed by the Division of Tourism, with the following exceptions:
  - a) Materials featuring out-of-state areas may be approved if Connecticut's share of the content is proportionate, and/or it is considered advantageous to Connecticut's tourism industry.
  - b) Out-of-state distribution of state publications is reciprocated.
12. All coupons must state all restrictions that may apply.

## UNACCEPTABLE LITERATURE

The following is a list of reasons for which a brochure would not be approved to participate. **Criteria have been pre-established by the State's Connecticut Literature Distribution Services program.**

1. Literature with political or religious content.
2. Literature which may be offensive to welcome center visitors. This includes offensive language or pictures that may be deemed inappropriate. The final decision will be made by CT Literature Distribution Services.
3. All newspapers must be pre-approved and adhere to program policy before displaying. Newspaper deliveries must provide stands, which is acceptable by the CT Literature Distribution program, to accommodate publication(s).
4. Literature that promotes properties to which admission to the destination, attractions, events, activity or point of interest is based upon a membership fee or other means of exclusive admission, rather than general admission open to public.
5. Literature designed for commercial or non-tourist oriented purposes and is intended solely for the purpose of selling a non-tourism related product.
6. Literature devoted to advertising or promotion of attractions points of interest, events, activities or facilities not in Connecticut. (This excludes cooperative advertising efforts with Connecticut.)
7. Any type of business cards.